

What is claimed is

1. A liquid bleaching composition comprising a hypohalite bleach, a trimethoxy benzoic acid or a salt thereof and a compound selected from the group consisting of bleach-unstable brighteners, bleach-unstable coloring-agents and mixtures thereof.
2. A liquid bleaching composition according to Claim 1, wherein said trimethoxy benzoic acid or a salt thereof is selected from the group consisting of 3,4,5,- trimethoxy benzoic acid, a salt thereof, 2,3,4- trimethoxy benzoic acid, a salt thereof, 2,4,5- trimethoxy benzoic acid, a salt thereof and mixtures thereof.
3. A liquid bleaching composition according to Claim 1, wherein said trimethoxy benzoic acid or a salt thereof is 3,4,5,- trimethoxy benzoic acid or a salt thereof.
4. A liquid bleaching composition according to Claim 1, wherein said composition comprises from about 0.001% to about 5% by weight of the total composition of said tri-methoxy benzoic acid or a salt thereof.
5. A liquid bleaching composition according to Claim 1, wherein said hypohalite bleach is an alkali metal and/or an alkaline earth metal hypochlorite.
6. A liquid bleaching composition according to Claim 1, wherein said hypohalite bleach, based on active halide, is present in an amount of from 0.01% to 20% by weight of the composition.
7. A liquid bleaching composition according to Claim 1, wherein bleach-unstable brightener is selected from the group consisting of: disodium-4,4'-bis-(2-sulfostyryl)-biphenyl; disodium-4,4'-bis-[(4,6-di-anilino-s-triazine-2-yl)-amino]-2,2'-stilbenedisulfonate; 4,4'-bis-[(4-anilino-6-morpholino-s-triazine-2-yl)-amino]-2,2'-stilbenedisulfonate; and 4,4'-bis[(4-anilino-6-bis-2(2-hydroxyethyl)-amino-s-triazine-2-yl)-amino]-2,2'-stilbenedisulfonate; and mixtures thereof.
8. A liquid bleaching composition according to Claim 1, wherein the bleach-unstable brightener is disodium-4,4'-bis-(2-sulfostyryl)-biphenyl.

9. A liquid bleaching composition according to Claim 1, wherein said composition comprises from about 0.001% to about 1.0% by weight of the total composition of said bleach-unstable brightener.
10. A liquid bleaching composition according to Claim 1, wherein said bleach-unstable coloring-agent is selected from the group consisting of: blue copper phtalocyanine; Direct Blue 86; Pigment Blue 15:1; and Pigment Blue 15:3; and mixtures thereof.
11. A liquid bleaching composition according to Claim 1, wherein the bleach-unstable coloring-agent is blue copper phtalocyanine.
12. A liquid bleaching composition according to Claim 1, wherein said composition comprises from about 0.001% to about 1.0% by weight of the total composition of said bleach-unstable coloring-agent.